

3/9/16 (Item 16 from file: 16)
DIALOG(R) File 16:Gale Group PROMT(R)
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03395830 Supplier Number: 44718611 (THIS IS THE FULLTEXT)

It's Time for Promotion Programs to Measure Up

Promo, p42

June, 1994

ISSN: 1047-1707

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 627

TEXT:

No one can say for sure when all the critical elements of the Information Age infrastructure will come together. But it appears that we may be on the cusp of the long-awaited database revolution. Retailers have dramatically stepped up the pace of capturing customer information and are putting it to use. Indeed, the essence of their new age marketing strategy is quickly becoming one of differentiation, and it is ushering in important new promotional considerations for marketers.

Nearly 60 percent of grocery stores will have some form of frequent shopper program in place by year's end, and 24 percent are already using scan data for targeted marketing, according to the Food Marketing Institute's Annual Trends Study released May 2 at its Supermarket Convention in Chicago.

'The goal of frequent shopper programs is not merchandising. Rather it's using the information that comes from the program to improve sales and profitability,' said president Brian P. Woolf of the Retail Strategy Center, Inc. These so-called Customer Preferred Programs that give best customers preferential treatment are gaining rapid acceptance, and they are realizing increases both in sales and the percentage of gross profits for retailers employing them as the centerpiece of their marketing programs, according to Woolf.

Thanks in large part to the availability of new software programs and third-party vendors, retailers are now able to harness the power of individual consumer data captured through their *POS* systems. Electronic marketing had earlier failed to live up to its promise because retailers were unable to measure the retention and addition of customers.

Now all that's changing with 'measured marketing,' the industry's name for the process of capturing customer transactions and sales in order to improve a company's marketing strategy, tactics and results.

Stores lose as much as 25-50 percent of their customers over a 12-month period, according to 'Measured Marketing: A Tool to Shape Food Store Strategy,' a study conducted for the Coca-Cola Retailing Research Council by Woolf. And the results of a separate Supermarket News national survey released at the FMI Convention revealed that more than three out of four grocery shoppers would desert their current favorite supermarket for another one offering good selection and competitive prices. Faced with hard data that is overturning many of the sacred assumptions about the nature of grocery shopping, the use of measured marketing will accelerate as grocery stores fight for their market franchises.

Meanwhile, the greater use of measured marketing will impact the design of promotion programs. 'Manufacturers will have to build more flexibility into their programs in order to respond to retailers who know more about how to sell customers in their stores,' said corporate affairs VP Claire D'Amour of Springfield-based Big-Y stores whose Express Savings Club program is one of the most often cited success stories. Most failures occur with manufacturers who limit options because retailers are gearing their promotions to separate audiences, according to D'Amour. Sometimes, it's as simple as having allowances available for electronic coupons in addition to paper coupons.

Moreover, it's a learning process in which field sales is getting better at understanding while the people whose job it is to develop consumer promotions have been slow to grasp. In fact, brand management continues to lose its dominance over the *trade* *promotion* budget, according to Nielsen Marketing Research's 5th Annual *Trade* *Promotion* Practices Survey. In 1993, about one-fourth of the companies surveyed

reported that brand management had the primary responsibility for managing *trade* *promotion*, down from one-third of the companies that charged brand management with the responsibility in 1993.

The surprising lapse of communication between sales and marketing regarding promotional flexibility hinders the execution of otherwise good promotions. 'When these considerations have been addressed, both the *manufacturer* and the *retailer* sell more product more profitably,' said D'Amour.

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EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *5411100 (Supermarkets); 9914410 (Market Research)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 44511 (Supermarkets and Other Grocery (except Convenience Stores))

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Set	Items	Description
S1	806	(TRADE (2N) PROMOTION) AND RETAILER AND MANUFACTURER
S2	102	S1 AND (POS OR (POINT (3N) SALE))
S3	78	RD S2 (unique items)

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